

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A computer system for requesting advertisements to be placed along with content on behalf of an advertiser in association with at least one keyword, comprising:

a plurality of advertisement generators each operable to automatically generate an advertisement set for the advertiser and the at least one keyword, each advertisement generator including ~~a first~~ at least one algorithm for identifying search terms corresponding to an item to be advertised, ~~a second algorithm for~~ determining at least one item-specific visual element of an advertisement being created for the item, and ~~a third algorithm for~~ creating a link to information about the item, each generated advertisement set including at least one associated advertisement created using the determined item-specific visual element, the link to information about the item, and at least one search term matching the at least one keyword;

a fee calculator that at least calculates fee amounts for each of the advertisement sets generated by the advertisement generators based at least in part on anticipated profitability of the advertisement sets;

an advertisement manager that, at least:

receives from the advertisement generators the generated advertisement sets,

receives from the fee calculator a fee amount for each of the generated advertisement sets,

determines whether an advertisement set is currently submitted to an advertisement placement service for a set of keywords including the at least one keyword, and

when an advertisement set is not currently submitted to the advertisement placement service for the set of keywords keyword, selects one of the generated advertisement sets for submission to the advertisement placement service; and

when an advertisement set is currently submitted to the advertisement placement service for the set of keywords, selects one of the generated advertisement sets so as to avoid conflict with respect to the set of keywords of a currently submitted advertisement set; and

an advertisement submitter that, when an advertisement set is not currently submitted to the advertisement placement service for the set of keywords keyword, at least:  
receives from the advertisement manager the selected advertisement set and the fee amount for the selected advertisement set, and  
sends to the advertisement placement service a request to place the selected advertisement set along with content associated with the keyword at the fee amount of the selected advertisement set.

2. (Original) The computer system of claim 1 wherein the fee amount is a bid for an auction.

3. (Canceled)

4 (Previously Presented) The computer system of claim 1 wherein the advertisement manager selects the advertisement set based at least in part on a determined likelihood of users selecting the advertisement of the advertisement set when the advertisement is placed along with the content associated with the keyword.

5. (Canceled)

6. (Previously Presented) The computer system of claim 1 including multiple advertisement submitters where each advertisement submitter is associated with an advertisement placement service.

7. (Currently Amended) The computer system of claim 1 including a database containing statistics relating to placements of advertisements and wherein the fee calculator determines anticipated profitability based at least in part on analysis of the statistics.

8. (Original) The computer system of claim 7 wherein the statistics include average cost-per-click of an advertisement and average revenue-per-click.

9. (Currently Amended) A method in a computer system for placing advertisements, the method comprising:

automatically creating at least one advertisement for each of a plurality of advertisement sets being generated using a plurality of advertisement generators, each advertisement generator including a different algorithm for at least determining at least one item-specific visual element of the at least one advertisement being created for a respective advertisement set, each advertisement set being generated for a common advertiser and a set of keywords including [[a]] at least one common keyword, each advertisement set including the respective at least one automatically created advertisement and the at least one common keyword, and each advertisement set associated with a corresponding bid amount;

determining whether an advertisement set is currently submitted to an advertisement placement service for each set of keywords ~~the keyword~~;

when an advertisement set is not currently submitted to the advertisement placement service for the set of keywords ~~keyword~~, at least:

selecting one of the advertisement sets for submission to the advertisement placement service;

submitting to the advertisement placement service a request to place the at least one advertisement specified by the selected advertisement set;

analyzing the effectiveness of the placed advertisement, the effectiveness of the placed advertisement being based at least in part on at least a financial benefit of placing the advertisement; and

subsequently selecting an advertisement set sets for placement with the advertisement placement service ~~of advertisements~~ based at least in part on the analysis[[],] and so that the selected advertisement set does not conflict with an advertisement set that is currently submitted to the advertisement placement service, the conflict being determined with respect to the set of keywords ~~for the keyword~~.

10. (Currently Amended) The method of claim 9 wherein the effectiveness of the placed advertisement is based at least in part on profit resulting from a user selecting the advertisement.

11. (Currently Amended) The method of claim 9 wherein the advertisement placement service places the advertisements with search results associated with a search term matching the at least one common keyword.

12. (Currently Amended) The method of claim 9 wherein the advertisement placement service places the advertisement with content associated with a keyword that matches the at least one common keyword of the selected advertising set.

13. (Currently Amended) The method of claim 9 including calculating the bid amount based at least in part on advertising metrics collected by the common advertiser.

14. (Currently Amended) The method of claim 13 wherein the bid amount is adjusted based at least in part on the advertising metrics.

15. (Canceled)

16. (Currently Amended) The method of claim 9 wherein the advertisement set is selected based at least in part on the effectiveness of the advertisement generator that generated the advertisement sets.

17. (Currently Amended) The method of claim 9 including calculating the bid amount based at least in part on a profit-based algorithm.

18. (Currently Amended) The method of claim 9 including calculating the bid amount based at least in part on a revenue-based algorithm.

19. (Original) The method of claim 9 wherein the advertisement placement service is a search engine service.

20. (Currently Amended) The method of claim 9 including filtering the generated advertisement sets based at least in part on frequency of keywords.

21. (Currently Amended) The method of claim 9 including filtering the generated advertisement sets based at least in part on desirability of keywords.

22-34. (Canceled)

35. (Currently Amended) A computer program product embedded in a computer-readable medium and including processor-executable instructions for placing advertisements, comprising:

program code for automatically creating at least one advertisement for each of a plurality of advertisement sets being generated using a plurality of advertisement generators, each advertisement generator including a different algorithm for at least determining at least one item-specific visual element of the at least one advertisement being created for a respective advertisement set, each advertisement set being generated for a

common advertiser and a set of keywords including [[a]] at least one common keyword, each advertisement set including the respective at least one automatically created advertisement and the at least one common keyword, and each advertisement set associated with a corresponding a bid amount;

program code for determining whether an advertisement set is currently submitted for each set of keywords ~~the keyword~~;

program code for, when an advertisement set is not currently submitted for the set of keywords ~~keyword~~, submitting a request [[to]] specifying a selected advertisement set for the set of keywords ~~keyword~~;

program code for analyzing an effectiveness of the submitted advertisement set based at least in part upon a financial benefit of placing the advertisement; and

program code for subsequently selecting an advertisement set to be submitted for the set of keywords ~~keyword~~ based at least in part on the analyzing and so as to avoid conflict with respect to the set of keywords of a currently submitted advertisement set.

36. (New) The method of claim 9, further comprising:

detecting a conflict between ones of the plurality of advertisement sets with respect to the set of keywords for which each of the ones of the plurality of advertisement sets was generated; and

selecting each of the detected ones of the plurality of advertisement sets for submission to the advertisement placement service in a round-robin manner.